

BBA

(Pages : 3)

S – 3736

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, February 2024

Career Related First Degree Programme Under CBCSS

Group 2(b)

Elective Course

BM 1361.2 : CONSUMER BEHAVIOUR

(2022 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in one or two sentences each questions. **Each** carries **1** mark.

1. Define consumer
2. What do you mean by research?
3. What is culture?
4. Define market segmentation.
5. What do you mean by drive?
6. What is loyalty segmentation?
7. Define motivation.
8. What is reference group?
9. Define learning
10. What do you mean by initiator in consumer behaviour roles?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions in not exceeding one paragraph. **Each** question carries 2 marks.

11. What do you mean by post purchase issues?
12. What is market aggregation?
13. What do you mean by concentrated marketing strategy?
14. Write short note on motivation research.
15. What is the concept of self image?
16. What is subliminal perception?
17. What is customer segmentation?
18. What is peer group and explain the influence on consumer behaviour.
19. What do you understand by economic model consumer decision making?
20. Write short note on types of consumer complaints
21. What is marketing research?
22. Explain the concept of C2C?

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions not exceeding one page. **Each** question carries 4 marks.

23. What are the elements of market segmentation?
24. What are the perceptual problems?
25. Explain the components of attitude.

26. What are the assumptions of consumer decision?
27. Explain the perceptual process.
28. What are the complexities in consumer research?
29. Write short note on black box model.
30. Explain the factors affecting customer satisfaction.
31. What are the features of consumer protection act?

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions in not exceeding four pages each. **Each** question carries **15** marks.

32. Discuss the determinants of consumer behaviour.
33. Explain the bases for market segmentation and analyse the strategies towards market segmentation
34. What are the determinants of personality from consumer behaviour point of view?
35. What is consumer research and explain consumer research process?

(2 × 15 = 30 Marks)

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Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, February 2024

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1342: CORPORATE REGULATIONS

(2022 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions. Each question carries 1 mark.

1. What is meant by 'perpetual succession' of a company?
2. What do you mean by Corporate Veil?
3. What is the importance of name clause of Memorandum of Association?
4. What is Articles of Association?
5. How are first directors of a public company appointed?
6. What is casting vote?
7. What do you mean by winding up of a company?
8. Who are eligible to file a petition with Tribunal for company's liquidation?

P.T.O.

9. What is the primary purpose of Intellectual Property Rights?
10. Define partnership.

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions. Each question carries **2** marks.

11. What is a Public Company?
12. What is abridged prospectus?
13. What is CIN?
14. What is the significance of Memorandum of Association?
15. What is doctrine of indoor management?
16. Who are disqualified for appointment as directors of a company?
17. What is a resolution?
18. Who is an independent director?
19. State the different modes of winding up.
20. Who is an official liquidator?
21. Who is dormant partner?
22. What do you mean by TRIPS in IPR?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions. Each question carries **4** marks.

23. What are the duties of a promoter?
24. State the exception to doctrine of ultra vires.
25. Differentiate between Memorandum of Association and Articles of Association.
26. Explain the provisions relating to removal of directors.
27. Explain the different modes of voting.
28. What are the functions of winding up committee?
29. What are the circumstances in which a company may be wound up by Tribunal?
30. Define IPR. Explain its types.
31. What are the rights and duties of partners in a firm?

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions. **Each** question carries **15** marks.

32. What is Prospectus? What are its contents?
33. What is Memorandum of Association? What are its important clauses?
34. Explain different kinds of company meetings.
35. What are the functions and duties of the liquidator in compulsory winding up?

(2 × 15 = 30 Marks)

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Reg. No. :

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Third Semester B.B.A. Degree Examination, February 2024

Career Related First Degree Programme under CBCSS

Group 2 (b)

Core Course

BM 1343 : COST AND MANAGEMENT ACCOUNTING

(2022 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** the questions in one or two sentence. **Each** question carries **1** mark

1. What is costing?
2. What is a cost unit?
3. Define Management Accounting
4. What is the current ratio?
5. What are cash equivalents?
6. What is marginal cost?
7. What is Direct Cost?
8. What is contribution?

P.T.O.

9. What is opportunity cost?
10. What is ROI?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions. **Each** question carries **2** marks

11. Distinguish between fixed cost and variable cost.
12. What is a fund flow statement?
13. What are the objectives of unit costing?
14. What is the marginal cost equation?
15. What do you mean by angle of incidence?
16. What is a Budget manual?
17. What do you mean by a fund in the fund flow statement?
18. What is the market test ratio?
19. The fixed costs for the year are Rs.60,000. The selling price per unit is Rs.15 and the variable cost per unit is Rs.10. Calculate BEP output.
20. What are the cash inflows from financing activities?
21. What is a Cost Centre?
22. Find out current liabilities when current ratio is 2.5:1 and current assets are Rs.75,000.

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions. **Each** question carries **4** marks

23. Distinguish between financial accounting and Cost accounting.
24. What are the basic functions of management accounting?

25. Distinguish between Financial Accounting and Management Accounting.
26. Explain the Inventory Turnover Ratio.
27. What are the significance of the fund flow statement?
28. Explain the assumption of CVP analysis.
29. Explain Master Budget.
30. If a company declares a dividend at 20% on its shares, each having a paid-up value of 8.00 and market value of 25.00. Prepare Dividend yield ratio.
31. The following particulars relate to the manufacture of machines by ABC Co Ltd for the year ending 31st March 2011.

Materials used 2,50,000

Direct wages 1,90,000

Factory OH 38,000

Establishment charges 35,900

Prepare a cost sheet showing the cost of Production of the Machines.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions. **Each** question carries **15** marks

32. Explain recent trends in management accounting.
33. Explain the Application of marginal costing in decision-making.

34. Explain the classification of cash flows in the cash flow statement.

35. From the following information you are asked to prepare a Balance sheet

- (a) Current liabilities 1,00,000
- (b) Reserves and surplus 50,000
- (c) Bills payable 40,000
- (d) Debtors 35,000
- (e) Current ratio 1.75
- (f) Acid test ratio 1.15
- (g) Fixed assets to proprietors fund 0.75
- (h) Ratio of fixed assets to current assets 3

(2 × 15 = 30 Marks)

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S – 3734

Reg. No. :

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Third Semester B.B.A. Degree Examination, February 2024

Career Related First Degree Programme under CBCSS

Group 2 (b)

Core Course

BM 1344 : FINANCIAL SERVICES

(2022 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Very short answer Questions (one word to maximum of 2 sentences). Answer all questions. Each carries 1 mark.

1. What is meant by financial system?
2. What is meant by Follow-on Public Offering (FPO)?
3. What is lease financing?
4. What is meant by venture capital?
5. What do you understand by term housing finance?
6. What is forfeiting?
7. Which are the depositories in India?

P.T.O.

8. What is retail banking?
9. What are digital channels in banking?
10. What is CRISIL?

(10 × 1 = 10 Marks)

SECTION – B

Short answer questions. Answer any **eight** questions in not exceeding one paragraph. **Each** question carries **2** marks.

11. Which are the different money market instruments?
12. What are the major functions of a capital market?
13. What are financial services?
14. Who are the parties in an insurance contract?
15. Who is a merchant banker?
16. What are mutual funds?
17. What is stock broking?
18. What is the nature of custodial services?
19. What are the roles of a credit rating agency?
20. Which are the costs of factoring?
21. What is the benefit of health insurance?
22. What are Unit Linked Insurance Plans?

(8 × 2 = 16 Marks)

SECTION – C

Short essay questions. Answer any **six** questions not exceeding **120** words. **Each** question carries **4** marks.

23. Which are the different types of financial institutions in India?
24. What are the characteristics of a developed money market?
25. Distinguish between open ended and close ended mutual funds.
26. What are the advantages of mutual funds?
27. What are the primary functions of insurance?
28. Which are the different kinds of Non-life insurance policies offered in India?
29. What are the problems of credit rating services in India?
30. What are the benefits of factoring?
31. What are the advantages of credit cards?

(6 × 4 = 24 Marks)

SECTION – D

Long essay questions. Answer any **two** questions. **Each** question carries **15** marks.

32. Explain the different types of financial markets.
33. What are the functions (Services) of Merchant Bankers?
34. Explain the nature and characteristics of insurance.
35. Explain and evaluate the different types of loan products offered by banks.

(2 × 15 = 30 Marks)

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Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, February 2024

Career Related First Degree Programme under CBCSS

Group 2 (b)

Core Course

BM 1341 : BUSINESS ENVIRONMENT AND POLICY

(2022 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions in one or two sentences each. Each Carries 1 mark.

1. Define business environment?
2. What is a task environment?
3. What is revenue budget?
4. What is moral suasion?
5. What is PESTLE analysis?
6. What is free trade?
7. What is Primary Sector?
8. What is natural environment?
9. What is joint Venture?
10. What is corporate governance?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer any **eight** questions in not exceeding one paragraph. Each question carries **2** marks.

11. What is TRIPS?
12. What is socialism?
13. What are the objectives of fiscal policy?
14. Write major objectives of EXIM Policy?
15. What is liberalisation?
16. What is a regional trade blocs?
17. What is hyperinflation?
18. What do you mean by external expansion?
19. What is fiscal deficit?
20. What is anti-dumping?
21. What is Economic Integration?
22. Write two disadvantages of environment analysis.

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions not exceeding one page each. Each questions carries **4** marks.

23. Explain the components of Internal environment.
24. Describe the various factors/components of business environment having an impact on the business decisions.

25. Explain the impact of Fiscal policy.
26. Write major challenges of International business.
27. Write the functions of WTO.
28. Explain major objectives of EXIM Policy.
29. Explain political environment and the factors constituting political environment.
30. Write a note on monetary policy.
31. The technology shows wide potential for business. Explain the statement.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions in not exceeding four pages each. Each question carries **15** marks.

32. Write the factors that affect economic development of a country and write the features of Indian Economy.
33. 'Social responsibility refers to the businessman's decision and actions taken for reasons at least partially beyond the firms direct economic or technical interest' Write down arguments for and against to Corporate Social Responsibility.
34. Critically assess the impact of New industrial Policy on Indian Business.
35. What do you mean by sociological and cultural environment? What are its components and explain the features of cultural environment?

(2 × 15 = 30 Marks)